



MBA CONSULTING PROGRAM

OVERVIEW

Background

Connect to Success (C2S), sponsored by the U.S. Embassy, aims to strengthen the Portuguese economy by supporting the growth of women owned businesses (WOBs). C2S is also a means of promoting gender equality.

C2S's MBA Consulting Program provides WOBs with an opportunity to get specific business challenges addressed by select teams of MBA and Masters Students. This program also provides the students to apply their newly acquired business and problem solving skills to real projects; thereby, gaining practical experience and insight.

We are pleased to announce that Catolica Lisbon School of Business and Economics, ISCTE Business School, Nova School of Business and Economics, and University of Porto Business School are offering C2S's MBA Consulting Program as an elective in the Spring Semester of 2015. There will be other opportunities for WOBs to participate in the Summer and Fall of 2015 Semesters.

Who Can Apply?

As with all C2S programs, WOBs must be at least 50% women-owned to participate. Before completing the application for the MBA Consulting Program, the WOB must register, though the WEConnect International (WeConnect) site:

<https://weconnectinternational.org/en/register/enetwork>

The C2S MBA Consulting Program is tailored for WOBs who are interested in working with a consulting team, comprised of business school students, to help their businesses become more efficient, expand and grow. WOBs with the following needs represent some of the ideal candidates for the consulting initiative:

- Elaborating on a Business Plan;
- Financial or Data Analysis;
- Financial Management (*accounting, budgeting, investments, etc.*);
- Real Estate Planning and Analysis;
- Market Research and Strategy;
- Developing, or Elaborating on, a Marketing Plan
- Information Systems and Technology Applications;
- Financing/Fund Development Strategy
- Internationalization; and
- Human Resources, Talent Development & Management related issues.

General Framework

The MBA Consulting Program is an intensive field based experience that lasts for one semester. Teams of two to five students prepare a formal scope of services to be provided followed by the timely implementation of an agreed upon work plan and deliverables. Students request the project of their choice based on their individual goals, interests and areas of expertise. The instructor makes the final assignments making every effort to ensure that the overall team is well matched to the project. Please note, the specifics of the programing will vary by University.

Timeframe

The MBA Consulting Program will launch for the spring semester of 2015. Please note, the specifics of the timing will vary by University.

Best Practices

Students perform much of the work off-site with frequent communication with the WOBs. The number of on-site or in person communications will depend on the project. To ensure that consulting teams and WOBs gain the maximum benefit from this program it is advised that:

- Prior to the start of the project consulting team members sign Nondisclosure and Confidentiality Agreements;
- WOBs are respectful of the fact that the student consulting teams are being graded on these projects and that they provide timely responses to all consulting team requests;
- Students recognize that their suggestions and solutions are being relied on by real, not theoretical, businesses;
- The scope of purpose and expected outcome of the final deliverables are realistic in light of the allotted time frame and are detailed and agreed upon in writing by the WOB and the consulting team;
- A project leader from the WOB, is named as the primary point of contact;
- Students are provided access to all requested data and staff; and
- WOBs secure support by their leadership teams to integrate consulting team suggestions and solutions.



MBA CONSULTING PROGRAM

APPLICATION PROCESS

Step One: Submit Application

WOBs interested in applying for the C2S consulting program must complete the self-registration prior to applying to the Program through the WEConnect site (<https://weconnectinternational.org/en/register/enetwork>). Once the registration at WeConnect is completed submit the attached application, and any supporting documentation, to the C2S team at the following email: **CTSLisbon@state.gov**. **Applications will not be accepted later than 11:59 PM on December 12, 2014.**

Step Two: Application Review and Selection

After review and approval by the MBA Consulting Program's Executive Council, which will be composed of a representative from each of the participating universities, a group of WOBS will be invited to present their projects in the fall to a university or universities. Projects will be selected based on the number of consulting teams, available interests and student expertise. Please note, the process will be competitive, and limited to the number of student groups available to provide consulting teams. WOBS are expected to be notified, between mid-December and mid-January, through the C2S Facebook page www.facebook.com/connecttosuccessportugal if they are selected to present their project to the universities.

Step Three: Announcement of WOBS Selected for the Spring Semester MBA Consulting Program

After presentations are made by the selected WOBS to the universities the WOBS will be selected for the Spring Semester. In celebration of International Women's Day, there will be a reception at the Residence on March 6th, publicly announcing the selected WOBS.



**MBA CONSULTING PROGRAM APPLICATION
SPRING SEMESTER 2015**

Applications will not be accepted later than 11:59 PM on December 12, 2014.

Section One: Background Information	
Business Name:	Type of Business: (i.e. health care, technology, etc.)
The Business Must be 50% or More Women Owned to Apply. Is the Business 50% or More Women Owned?	The Business must be registered with WEConnect International to apply. Is the business registered with WEConnect International?
Number of full time employees:	Number of part-time employees:
Number of years in business:	Anticipated revenue for 2014:
Did the business apply to C2S's Corporate Mentoring Program? If so, is it currently participating?	
Address:	
Business Phone:	Business Website (Please indicate "None" if the business does not have a website):
Chief Executive Officer's name:	
Primary contact person's name and title:	
<i>Note: This person will need to be available for the duration of the project which will range from February / July depending on different university schedules.</i>	

Section Two: Please Respond to the Following Questions.

If writing your response in English would not permit you to provide your best and most complete response we encourage you to answer in Portuguese.

1. Describe the business's mission and primary activities :

2. Please attach a business plan, if the business already has one. Please also attach any other collateral materials (i.e. marketing, financials, etc.) that could support the selection of your businesses into the MBA Consulting Program.
3. Please place an “X” in the space provided next to the functional area in which your business seeks assistance through the MBA Consulting Program:

Business Planning	_____
Operations	_____
Marketing	_____
Financing/Fund Development Strategy	_____
Information Technology	_____
Data Analysis	_____
Financial Analysis	_____
Financial Management	_____
Human Resources	_____
Real Estate	_____
Internationalization	_____
Other	_____

If you placed an X in the other category please explain:

4. Describe the problem, challenge or opportunity, in great detail, that you would like a Consulting Team, composed of MBA Students or Masters Students to help you address in the Spring Semester of 2015. Please provide appropriate background. Please note, the specific problem, challenge or opportunity must be able to be addressed in the span of one semester.
5. Please describe any steps that the Business has already taken if any (previous reports, consultant work, meetings, etc.):
6. Which individuals in the business will be working with the consulting team on this project, and what are their responsibilities within the business?

7. What percentage of the work do you anticipate can be performed off site? On-site?

8. What specific deliverables do you expect to receive at the end of the semester from this project to have considered it a success? (i.e. written analysis, PowerPoint presentation, research documents, process flow analysis, budget template, individual donor plan, presentation to specific audience, etc.)

Submit the attached application, and any supporting documentation, to the C2S team at the following email: CTSLisbon@state.gov.